

JACKSONVILLE
TA: 300
HH: 543.8
MEDIA AVAILABILITIES

<u>NEWSWEEKLIES</u>	<u>CIRC.</u>	<u>% COV./TA</u>
Newsweek - Metro **	8,500	1.5
Time - Metro **	22,500	4.1
 <u>REGIONALS</u>		
Jacksonville Magazine	12,000 (Sworn 6/83)	2.2
Jacksonville Monthly	20,000 (Sworn 6/83)	3.7
 <u>WOMEN'S</u>		
Better Homes & Gardens - Jacksonville	48,000	8.8
Family Circle - Metro	120,000	22.0
Woman's Day - Metro	100,000	18.4
McCall's - Metro	43,000	7.9
Redbook - Jacksonville	26,000	4.8
Ladies Home Journal - Jacksonville/Tallahassee	37,000	6.8

** Available every other week

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